

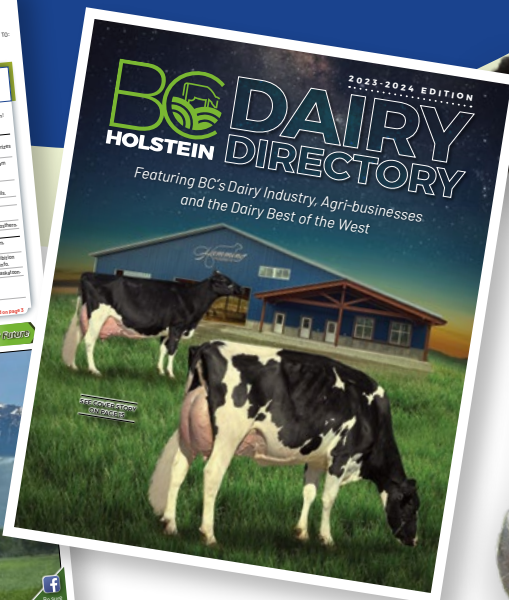


# DAIRY NEWS

Connecting the Dairy Farming Industry  
Across Western Canada



## 2024 MEDIA KIT



Celebrating nearly  
45 Years of  
Dairy-centred  
family farm  
coverage

We are not just *another ag publication* – our focus has always been dairy producers, their farms, families, accomplishments and family life events. Our readers love that we tell their stories with empathy, respect and encouragement. This translates

to over 80% of our advertisers being loyal, long-term, contract partners with us, because they know dairy families **read each issue multiple times** to fully appreciate the range of interesting and relevant stories and technical articles we provide.

### CONTACT:

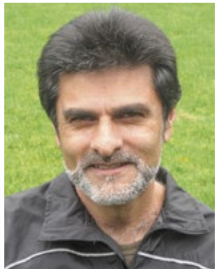
General Inquiries:  
ABBOTSFORD OFFICE 604.855.1240

### ADVERTISING SALES:

TARS CHEEMA 250.216.7417 tars@holsteinnews.com  
CHRIS MAARHUIS 604.855.1240 chris@holsteinnews.com

[www.wcdairynews.com](http://www.wcdairynews.com)

# Family Farms & Personal Relationships



**Hello from  
Tars Cheema,  
Publisher,  
WC Dairy News**

*Growing up dairy farming, showing in dairy 4-H, and working in the genetics side of the dairy industry for my career has given me great satisfaction and insight to the dairy families and agribusinesses we are connected to. Our dairy world is caring and special.*

*I'm excited to present the stories, issues, technical articles and reports that our dairy community knows we produce exclusively or with greater dairy insight. **WC Dairy News** is a favourite because we make our content meaningful, credible and personal. We are deeply connected to our dairy community and it resonates with our audience – they regularly share their positive feedback with us – we **know** they are reading. We **know** your ads are being seen.*

*Review our past issues at [www.wcdairynews.com](http://www.wcdairynews.com) and see for yourself how we are compellingly different!*

*Tars Cheema, B. Sc. (Agr.)  
Lifelong Dairy Guy*

## Reaching Deep into Western Canadian Dairy

After several years of encouragement, BCHN began rapidly expanding circulation across Alberta, Saskatchewan and Manitoba in 2021. In 2023, circulation will top 90% of the nearly 1400 dairy farms in Western Canada.

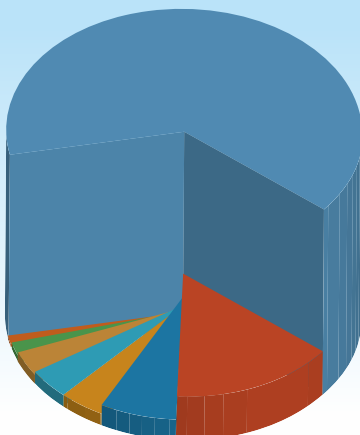
WCDN is inclusive - representing the breeder and commercial sectors, while also appealing to 4H, researchers, gov't, industry regulators and our broad range of industry services: dairy and field equipment and advanced technologies suppliers, financial advisors, accountants, realtors, genetics, nutrition companies, veterinarians, trades, truckers, specialty products, custom operators and more!

## We Know Dairy - BC Holstein News began in 1979

- Western Canada has the highest average herd size in the country and nearly 1400 active dairies.
- Our producers are among the most progressive global dairy farmers, pursuing modernization across a wide range of technologies.
- The dairy industry of Western Canada is a stable, enduring ag sector bringing reliable employment and economic activity to countless rural communities. Feeding the nation with highly nutritious, safe and high quality dairy products, using sustainable practices while always focusing on the highest standards of animal care, is what underpins the dairy industry.

## Distribution Breakdown:

Distributing  
2,200 copies +/-



## Varied Advertising Options:

**Frequent Print:** 5 high quality newspaper issues published through the year.

**Annual Print:** BC Annual Dairy Directory publishes each June for distribution in BC with online version (unlimited exposure) included for same price!

**Digital:** web ads on [wcdairynews.com](http://wcdairynews.com). Annual Directory is fully available online.

**Inserts/Flyers:** with any of 5 newspaper issues.

**Branded Sponsorships:** special features like Pioneers, Women in Dairy, Young Dairy Leaders.

*Have an idea? Let's talk.*

# WC Dairy News – EDITORIAL THEMES

## Winter | INNOVATION | FEBRUARY

- Highlighting new industry innovations
- Shining a light on progressive dairies

## Spring | FARM SAFETY | APRIL

- A timely platform for Safety issues before cropping season
- Coverage of the BC Spring Show

## Summer | PRODUCTION/SUSTAINABILITY | JUNE

- Achieving excellence in milk production
- Dairy Herd Improvement (DHI) awards results

## Fall | HARVEST/THANKSGIVING | OCTOBER

- Genetics News from August Genetic Evaluations
- Summer Shows, 4-H and more

## Christmas | CONSTRUCTION AND ROBOTICS | DECEMBER

- Advancements in construction and robotics
- Celebrating the Christmas spirit across the dairy community



## Regular Features | Columns

- Coming Up - the calendar of Dairy Events
- BC Dairy Highlights and Initiatives
- Young Dairy Leaders
- Industry Updates
- Nutrition, Veterinary, Research Articles
- Scotiabank's Women in Dairy
- Top Production and Classification reports
- 4-H Events, Shows & Club Reports
- WestGen's Pioneer series
- Udder News - sharing life landmarks within the dairy community



## www.wcdairynews.com

has a strong online presence, owing to the ease of accessing digital versions of the current newspaper and past issues, the **Annual Dairy Directory, Green Pages business listings and more!**

In 2020, we added web advertising linked back to advertiser websites with immediate results.

*Digital advertising is an excellent way to achieve prominent exposure on our Home page, inexpensively.*

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## DIGITAL AD SPACE, TWO MONTH PLACEMENT INTERVALS:

800 X 800 PIXELS    400 X 800 PIXELS  
400 X 400 PIXELS    ASK US FOR DETAILS.



# 2024 Deadlines & Specifications

Distributed across all 4 Western Provinces

TABLOID FORMAT 11" W X 16.625" D



Book Five Annual Issues and **SAVE 10%** when fully prepaid.

ISSUE   THEME	SPACE DEADLINE / ADS THAT REQUIRE SET UP	CAMERA READY ADS DEADLINE	IN THE MAIL (OR SOONER)
<b>WINTER</b>   Innovation	January 12	January 19	February 13
<b>SPRING</b>   Farm Safety/Cow Comfort	March 8	March 15	April 9
<b>SUMMER</b>   Milk Production & Sustainability	May 10	May 17	June 11
<b>FALL</b>   Fall Harvest & Thanksgiving	August 30	September 6	October 1
<b>CHRISTMAS</b>   Construction & Robotics	November 8	November 15	December 10

## 5 TIMES/YEAR NEWSPAPER

Gloss and high quality ebrite 80 paper for a quality look and feel.

Prepay for annual contract with 5 ads and receive 10% off!  
**5X = 10% DISCOUNTED PRICE!**

**Full Page**  
 10" w x 15" d

Earlug sizes variable, talk to us.

1/4 Page Horizontal  
 10" w x 3.625" d

1/2 Page Horizontal  
 10" w x 7.416" d

1/2 Page Island  
 7.458" w x 9.944" d

Ad Design Guidelines. Ask us.

1/3 Page Horizontal  
 10" w x 4.888" d

Don't forget to ask us about digital web ads!  
**3 sizes available.**

1/6 Page  
 4.916" w x 4.888" d

1/4 Page Vertical  
 4.916" w x 7.416" d

1/3 Page Vertical  
 4.916" w x 9.944" d

**BILLBOARDS**  
 To Advertise Here Email: tars@holsteinnews.com

### BILLBOARD ADS - FULL COLOUR

Rates are for five ads over one year, and are billed at time of first insertion

- Small ..... 2.375" w x 2.1" d
- Medium .... 4.916" w x 2.1" d
- Large ..... 7.458" w x 2.1" d
- X-Large..... 4.916" w x 4.3" d

Super value to retain constant exposure all year!

**INSERT** your FLYER in any newspaper issue inexpensively! Choose our entire western Canadian distribution or customize your target audience.

**You provide the flyers, we do the rest.**  
 \*Ask about custom design at competitive prices.

Ask us about **Digital Web Ads** on [www.wcdairynews.com](http://www.wcdairynews.com)

**Earlug Ads** are a quick, inexpensive way to retain visibility in our popular print publications!

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# ANNUAL DAIRY DIRECTORY

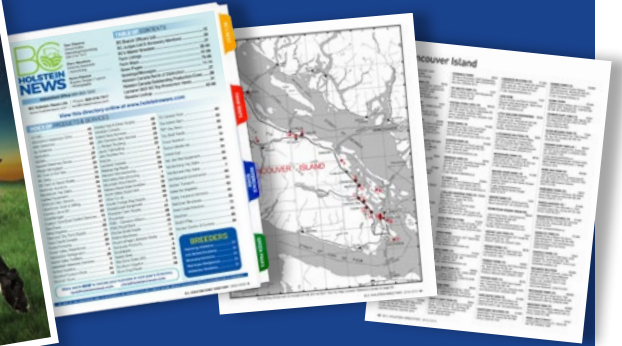
Distributed across BC

## SPECIFICATIONS

### The industry's go-to reference guide.

Magazine-style format gloss publication, features six cover-weight section dividers and bound with durable spiral wire-O binding. 100+/- pages of impressive dairy content!

The Directory is used as a year-round reference guide by dairymen/women and supporting agribusinesses. Featuring premium ad spaces and unique reference sections including the Green Pages.



**The Directory is also available online on our website, extending your advertising reach further!**

**COVER PAGE SIZES (WIDTH X DEPTH)**  
Full Page (Image Area) .....8" w x 10" d  
Full Page Trimmed size .....9" w x 11" d  
**ADD 1/4" ALL FOUR SIDES FOR BLEED**

#### Full Page

Image:  
7.375" w x 9.875" d  
Trim:  
8.375" w x 10.875" d  
With 1/4" bleed:  
8.875" w x 11.375" d

#### COVER POSITIONS

Image: 8" w x 10" d  
Trim: 9" w x 11" d  
  
Outside Back  
  
Inside Front/Back

#### Also - Earlug ads

**1/2 Page Vertical**  
3.6042" w  
x  
9.875" d

**1/8 Page**  
3.6042" w  
x  
2.3437" d

**1/4 Page Vertical**  
3.6042" w  
x  
4.8542" d

#### Earlug sizes variable, talk to us.

**1/4 Page Horizontal**  
7.375" w x 2.3437" d

**1/2 Page Horizontal**  
7.375" w x 4.8542" d

## 2024 SCHEDULE

RESERVE SPACE BY: .....February 3, 2024  
IN THE MAIL: .....June 2024

### TAB SECTION DIVIDERS - 6

Full Page, 4 colour, cover weight stock

- |                     |                   |
|---------------------|-------------------|
| 1. GREETINGS        | 4. FARM MAPS      |
| 2. BEST IN THE WEST | 5. REVERSE LOOKUP |
| 3. FARM LISTINGS    | 6. GREEN PAGES    |

**\$1975 - ASK US FOR AVAILABILITY**

### GREEN PAGES LISTINGS

The Green Pages are also featured on our website, extending your visibility and convenience of searching for contacts.

**Green Page listings are free with the purchase of a display ad.**

**NOTE: The Directory is spiral bound. It is critical to keep all live text and images within the 7.375 x 9.875 image area.**

**AD SUBMISSION GUIDELINES:** Accepted file formats: **PDF preferred** (distilled press quality, fonts embedded), InDesign or QuarkXPress (collected with supporting fonts & images), Illustrator EPS (fonts must be converted to outlines).

**IMAGES:** All images must be CMYK or grayscale at 300 dpi. Images may be TIFF, JPEG (high quality) or EPS. **Low resolution files (72 dpi) will not work.**

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